

# European Athletics Convention 2019

## Berlin 2018 Impact Reporting - Results and Background



**Tallinn, 25.10.2019**

Frank Hensel – European Athletics  
Oliver Hoff – CEO, Rütter Soceco



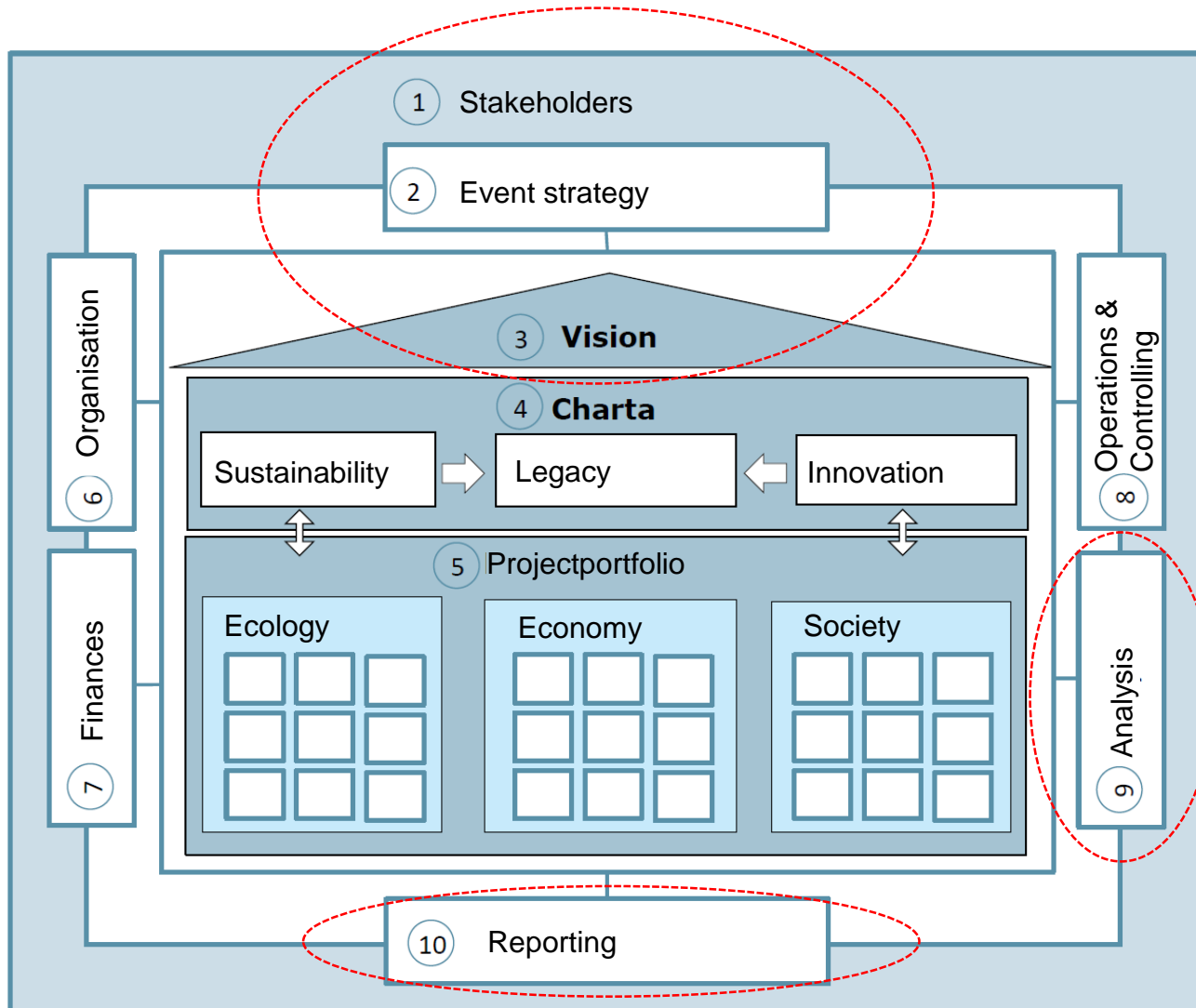
## Agenda

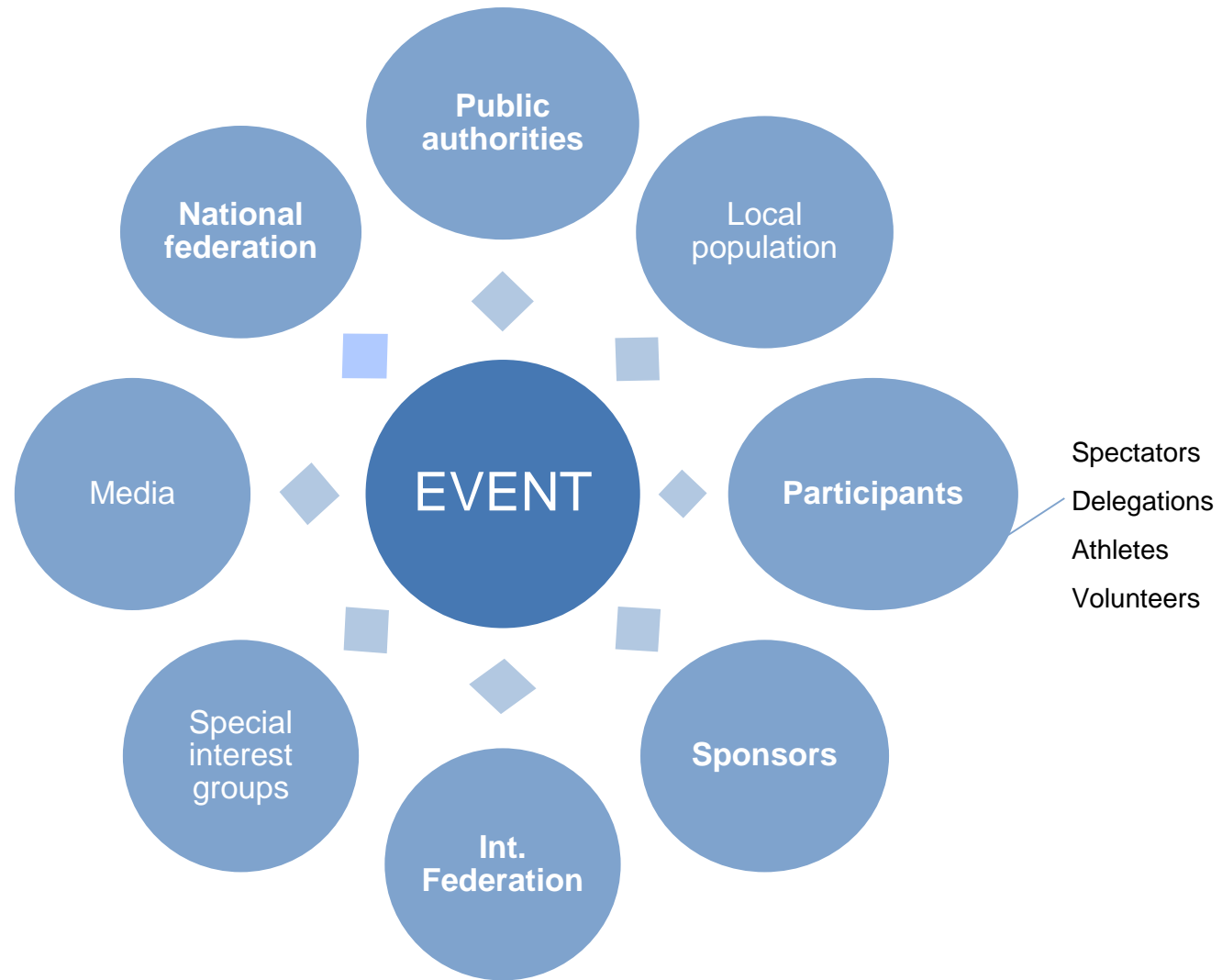
1. Introduction and aims of the Workshop
2. Input Event Analytics & Berlin 2018 LOC
3. Q&A Session

[ Break ]

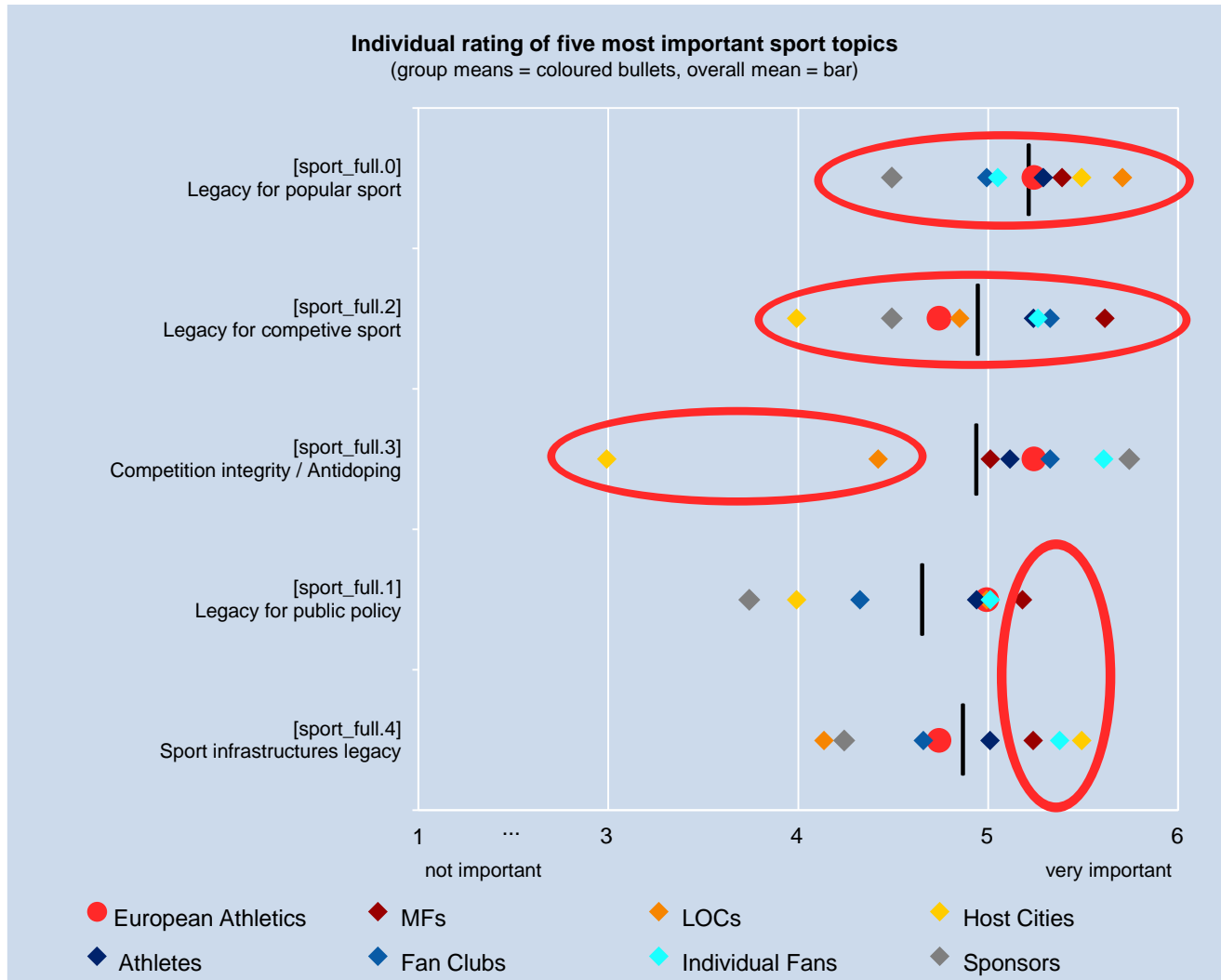
3. Group Session
  - Visions and aims for athletics events
  - Stakeholder identification and integration
  - Event Impact management
  - Impact reporting and communication
4. Summary

# Sustainability, Legacy and Innovation

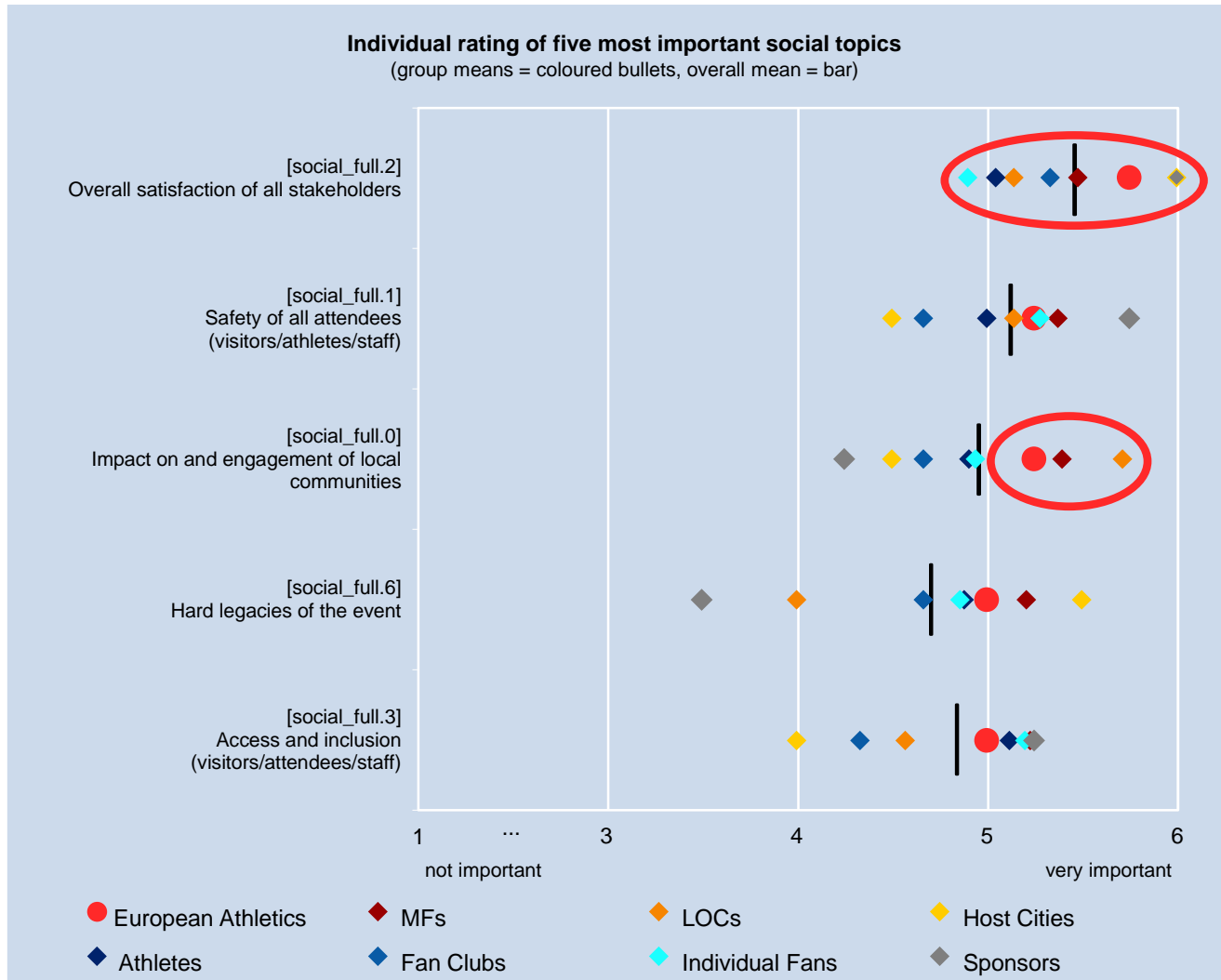




## Results of the stakeholder process

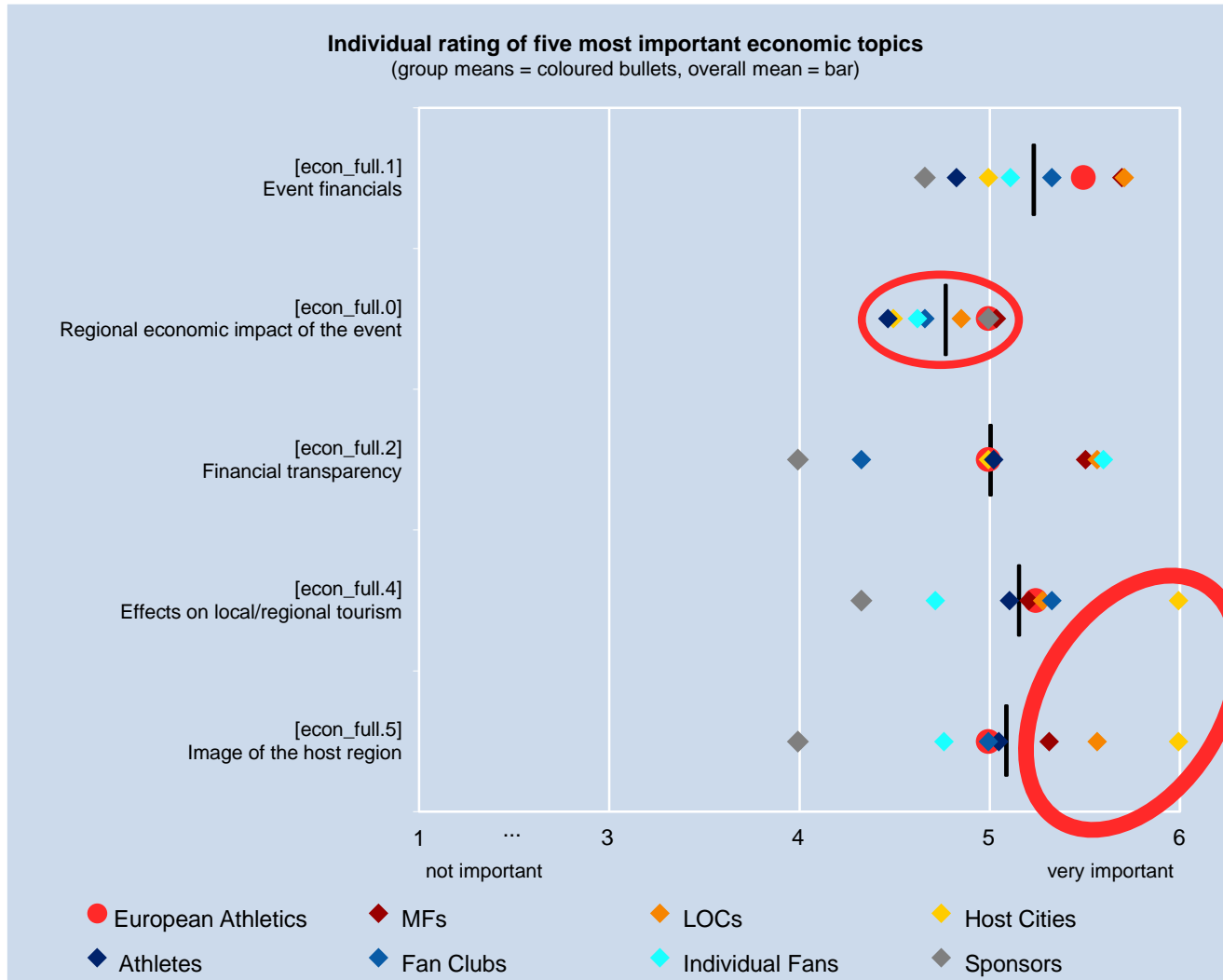


Quelle: Event analytics

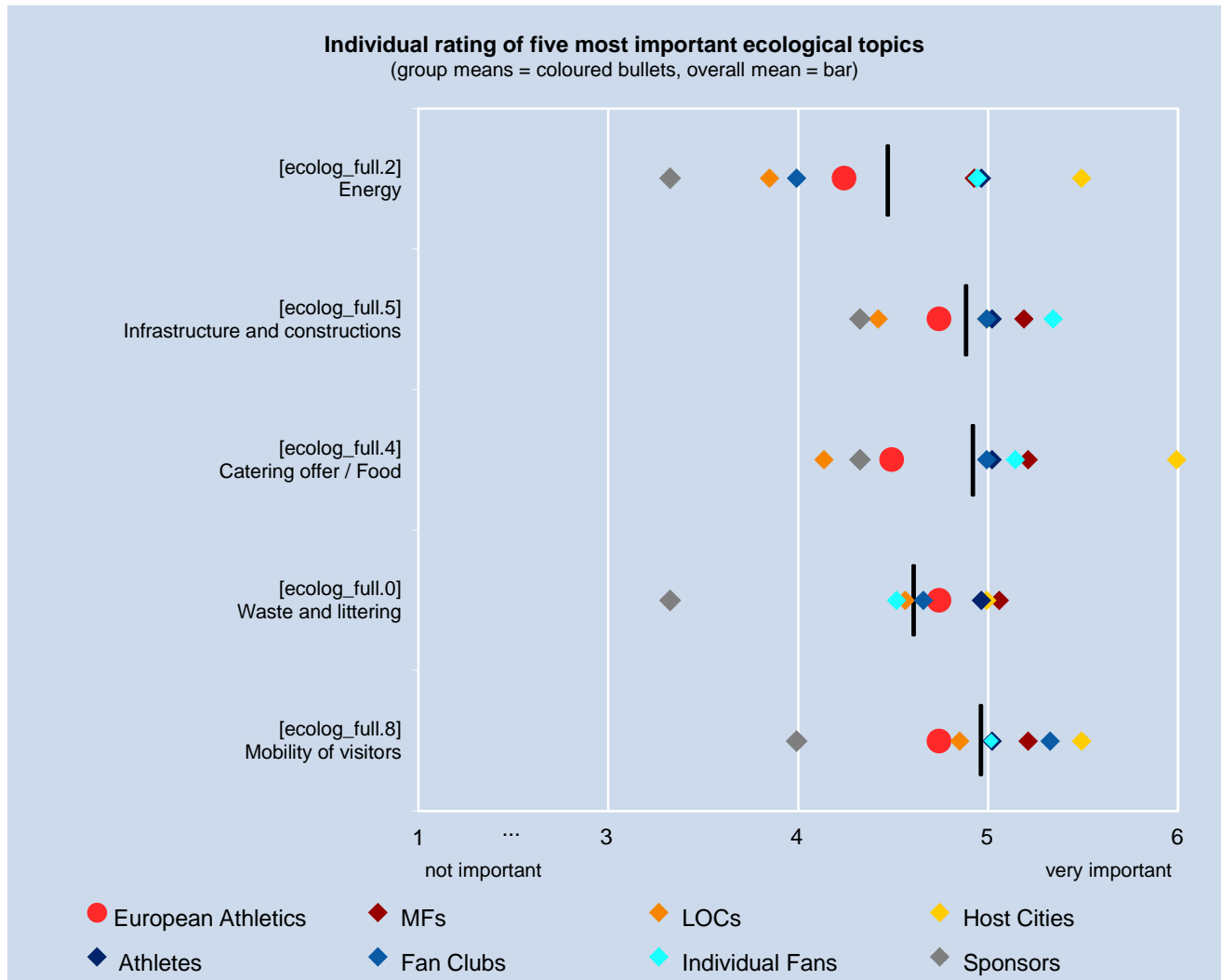


Quelle: Event analytics

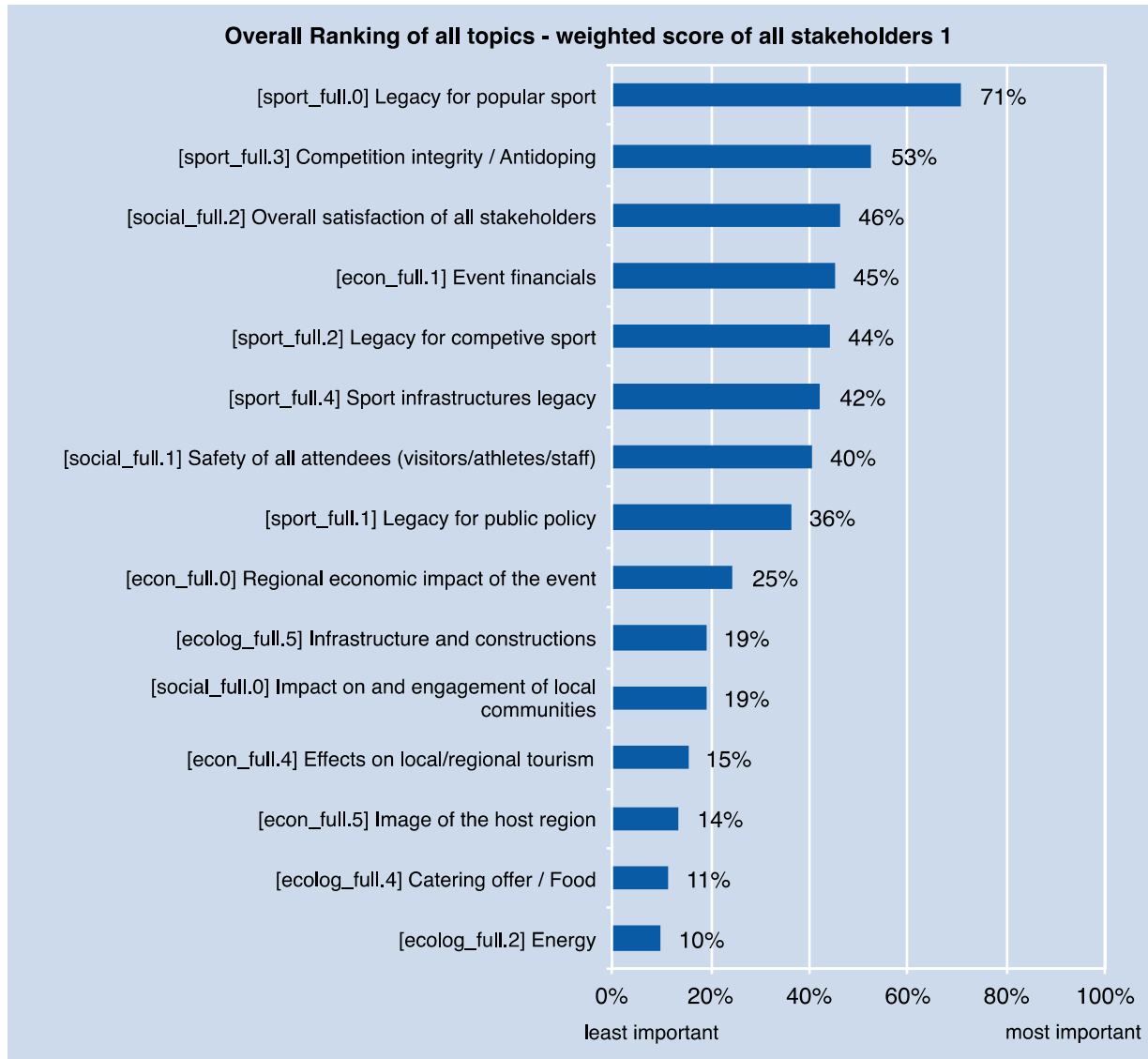




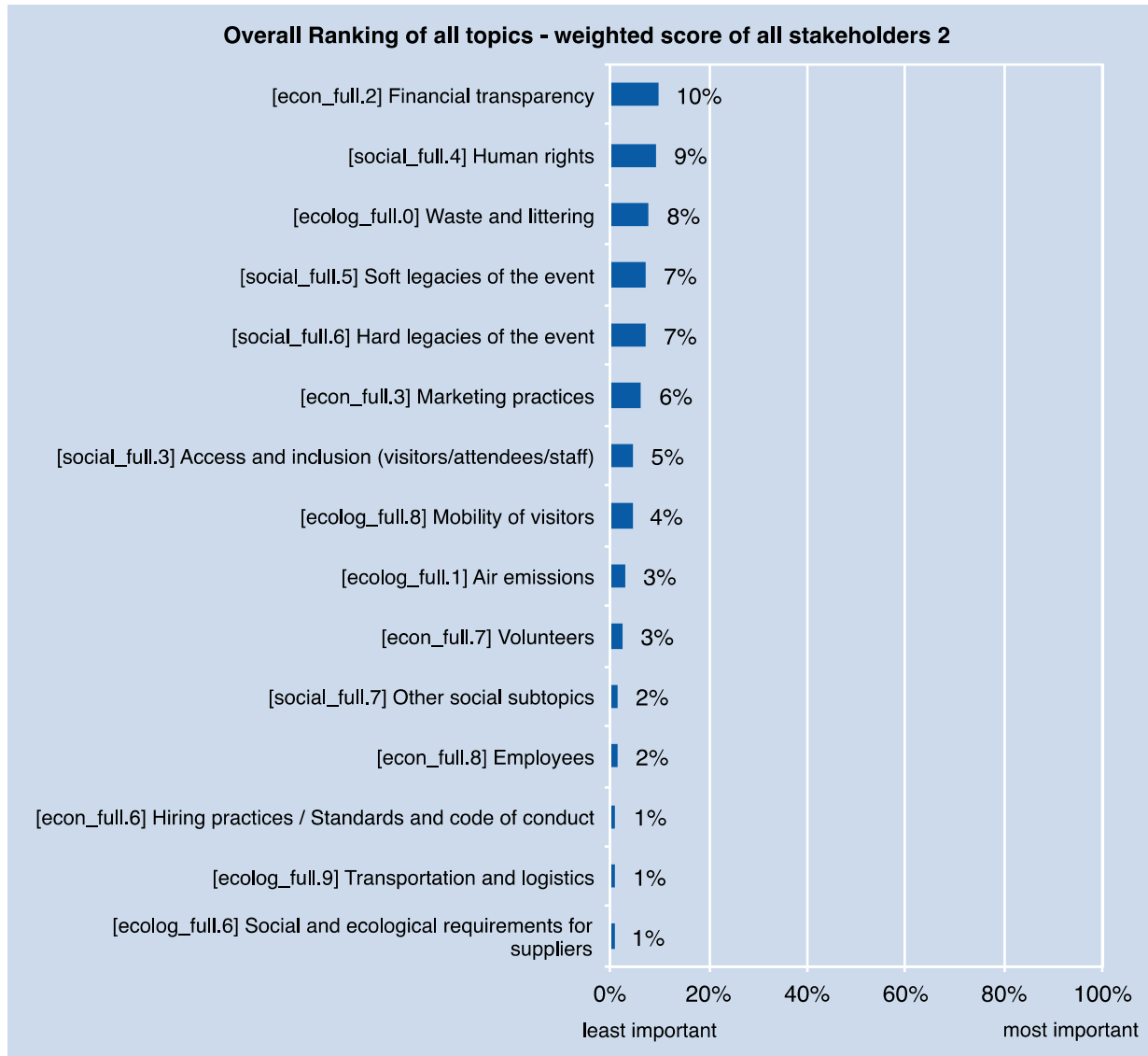
Quelle: Event analytics



Quelle: Event analytics



Quelle: Event analytics



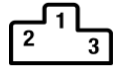
Quelle: Event analytics

## Selected Topics



**Grassroot sports development**

**Tourism impact**



**Development of licenced athletes**

**Image effects**



**Competition integrity and anti-doping**

**Event financials**



**Stakeholder satisfaction**

**Waste and Energy**



**Safety and security**

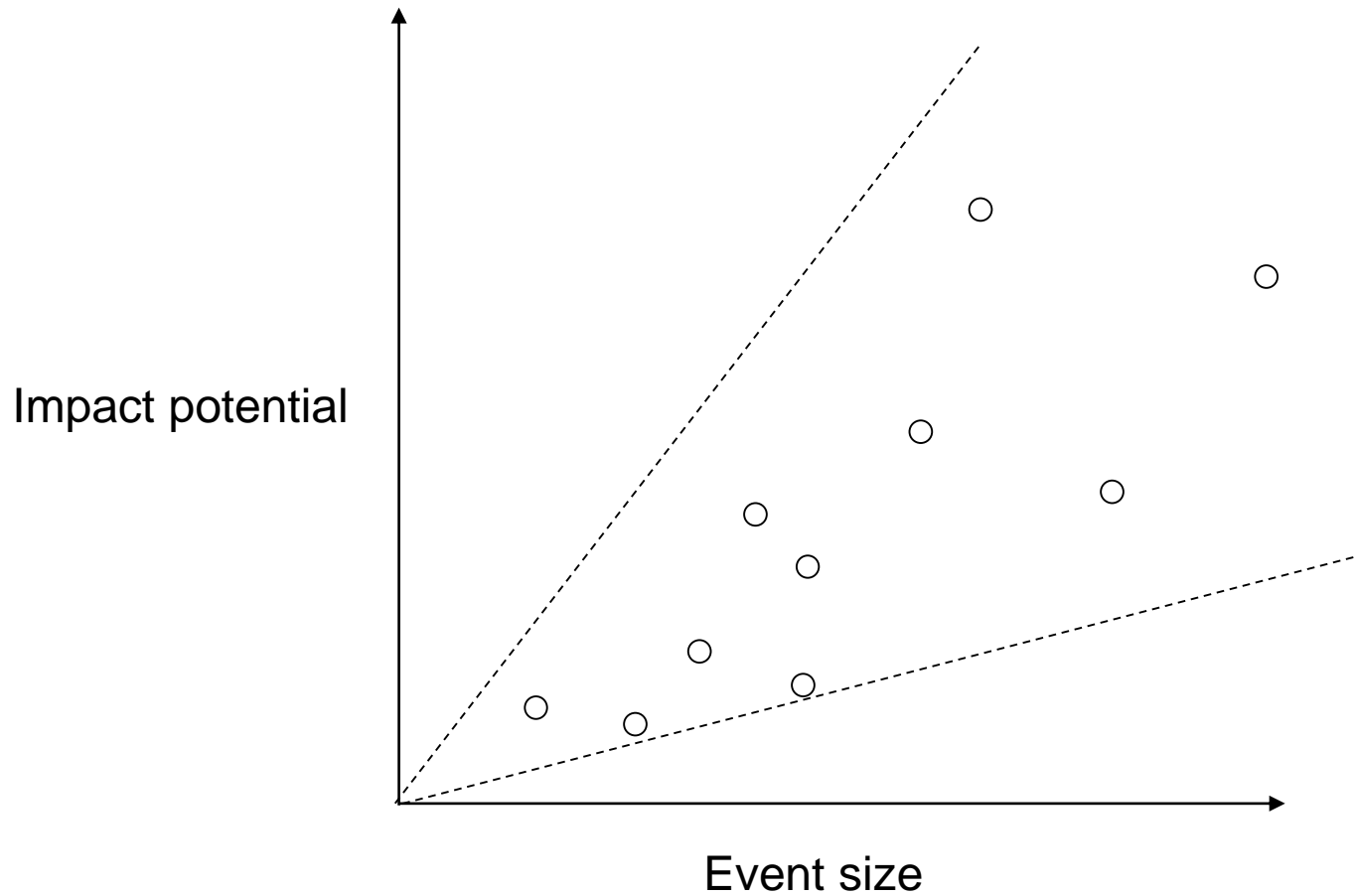
**Transport**



**Economic impacts**

**Food and Beverages**



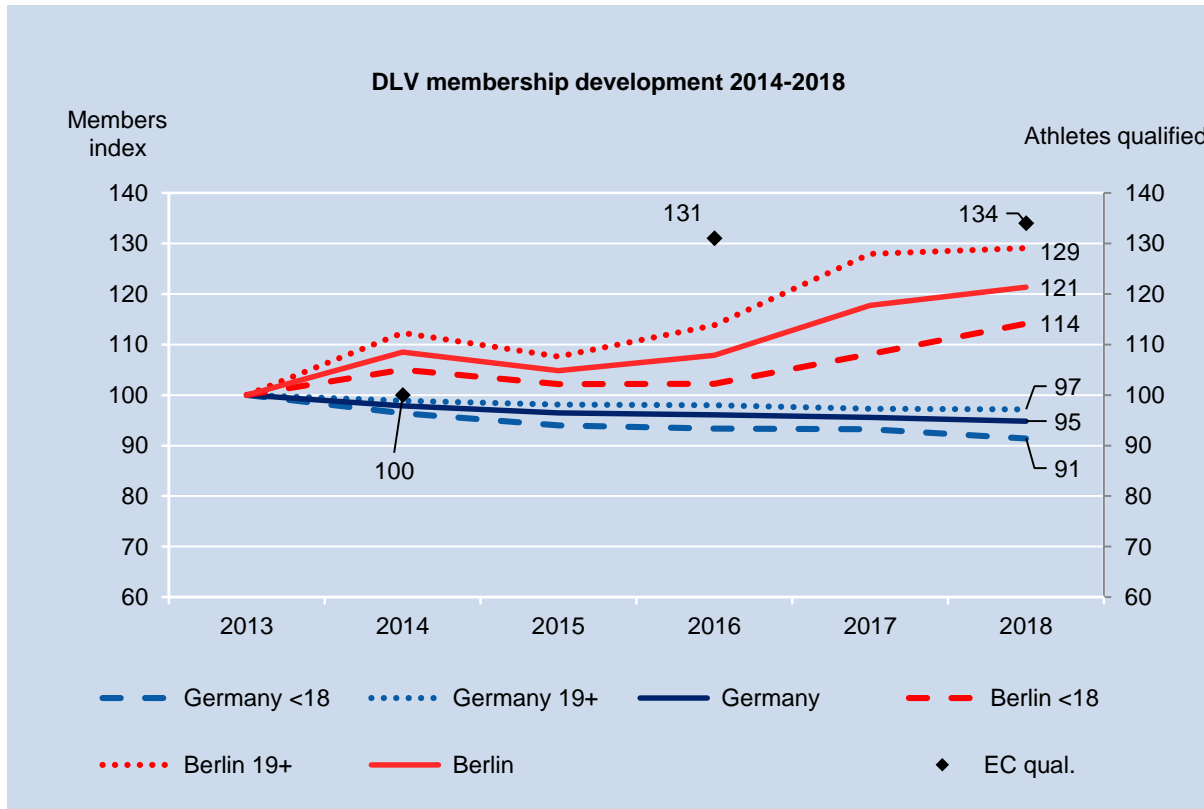


## Berlin 2018 Impact Report



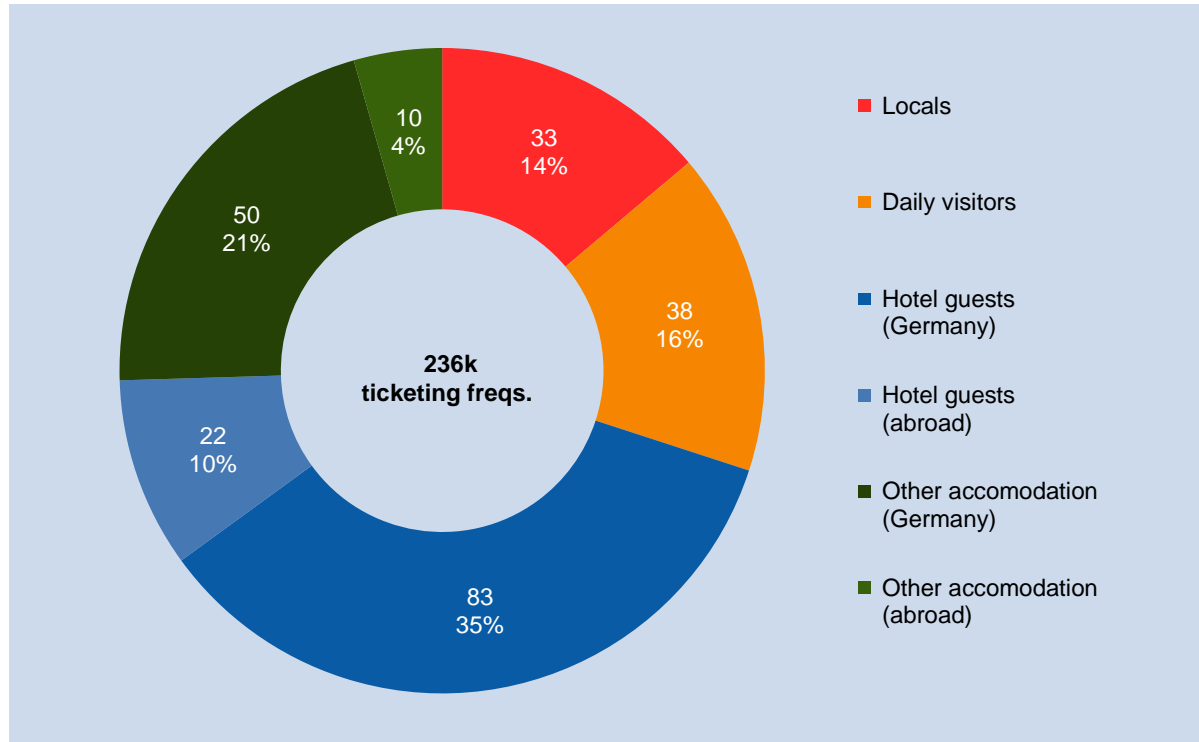
## Background and methodology

- Based on a wide stakeholder process ahead of Berlin 2018
- Project ran from 2016 – 2019
- Financial information, budgets and organizational data from the LOC, the city, domestic and international Athletics Federations, broadcasters, sponsors, emergency organisations, caterers, waste management, etc.
- A two-step spectator survey onsite in the stadium (N= 1,860) with an online follow-up (N= 791)
- A team survey for participating athletes/national federations
- Broadcasting data from the European Broadcasting Union (EBU)
- Media tracking data from specialized service contractors
- National accounting data and national and regional economic statistics for both Berlin and Germany
- A plethora of additional qualitative and quantitative information from various actors involved in the event



Source: Event analytics

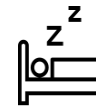
- National and regional youth camps
- Training for technical staff culminating in participating in the event
- Laufen Springen Werfen Berlin – Programm for mass participation in Berlin
- Urban Athletics KIEZ CUP
- SCHOOLECTIS touched almost 30k students



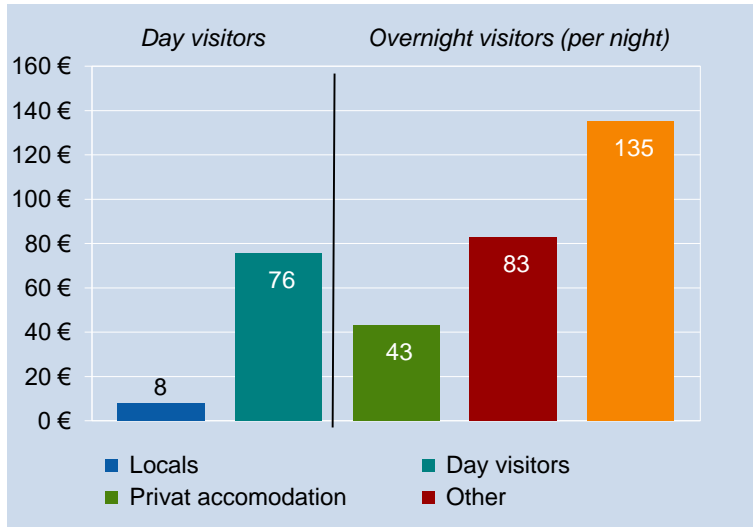
Source: Event analytics



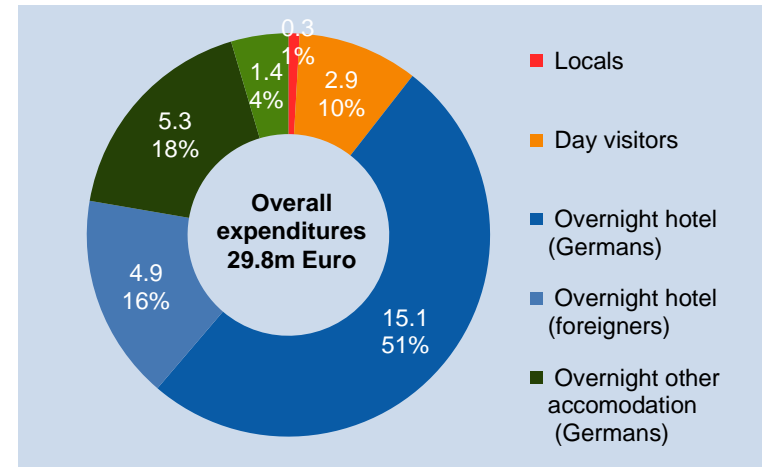
92,310 individual spectators



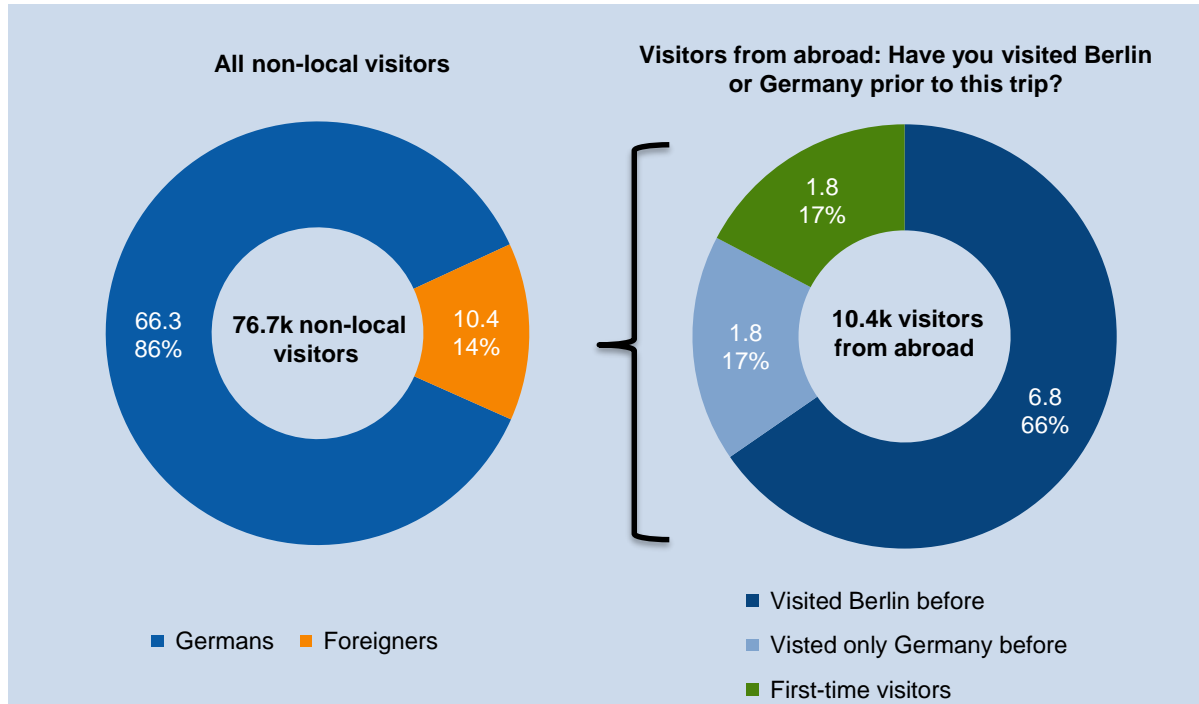
270.000 overnight stays




Source: Event analytics




Source: Event analytics

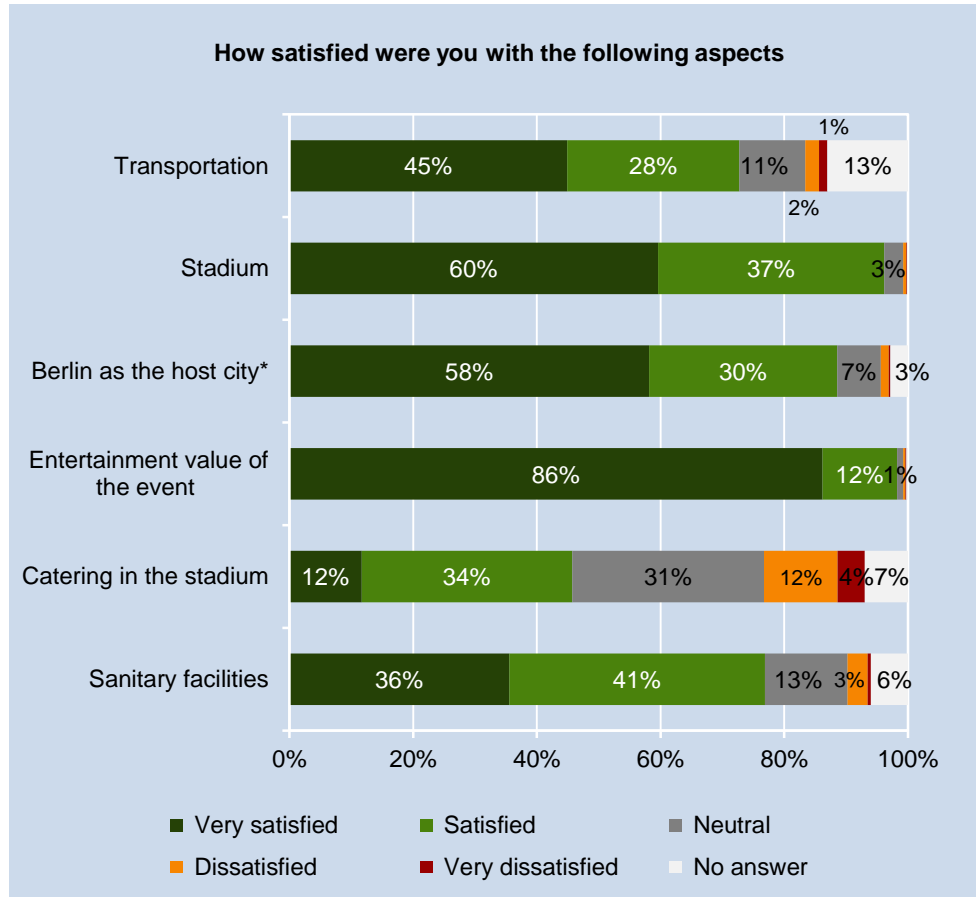


Source: Event analytics

 **98% of international spectators would recommend a trip to Berlin to family and friends.**

 **366 million hours of athletics broadcasting content were viewed in Europe.**

 **Berlin 2018 generated an advertising equivalence value of about 91.5 million EUR.**

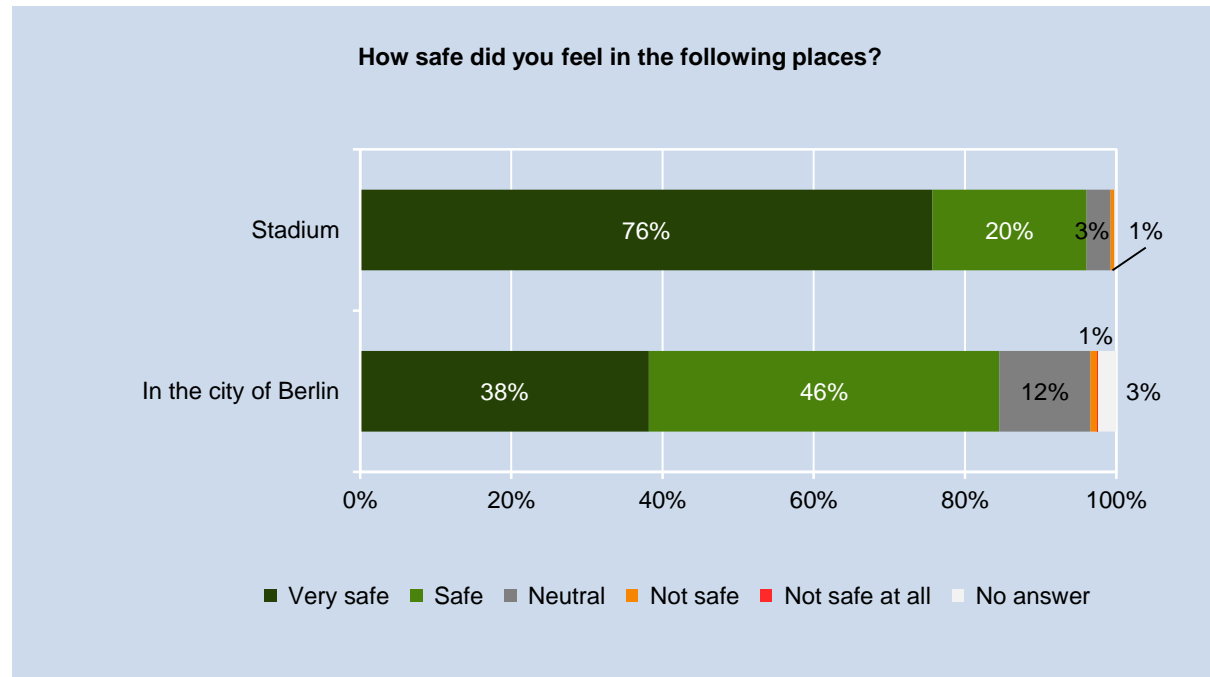


Source: Event analytics

\*only non-locals

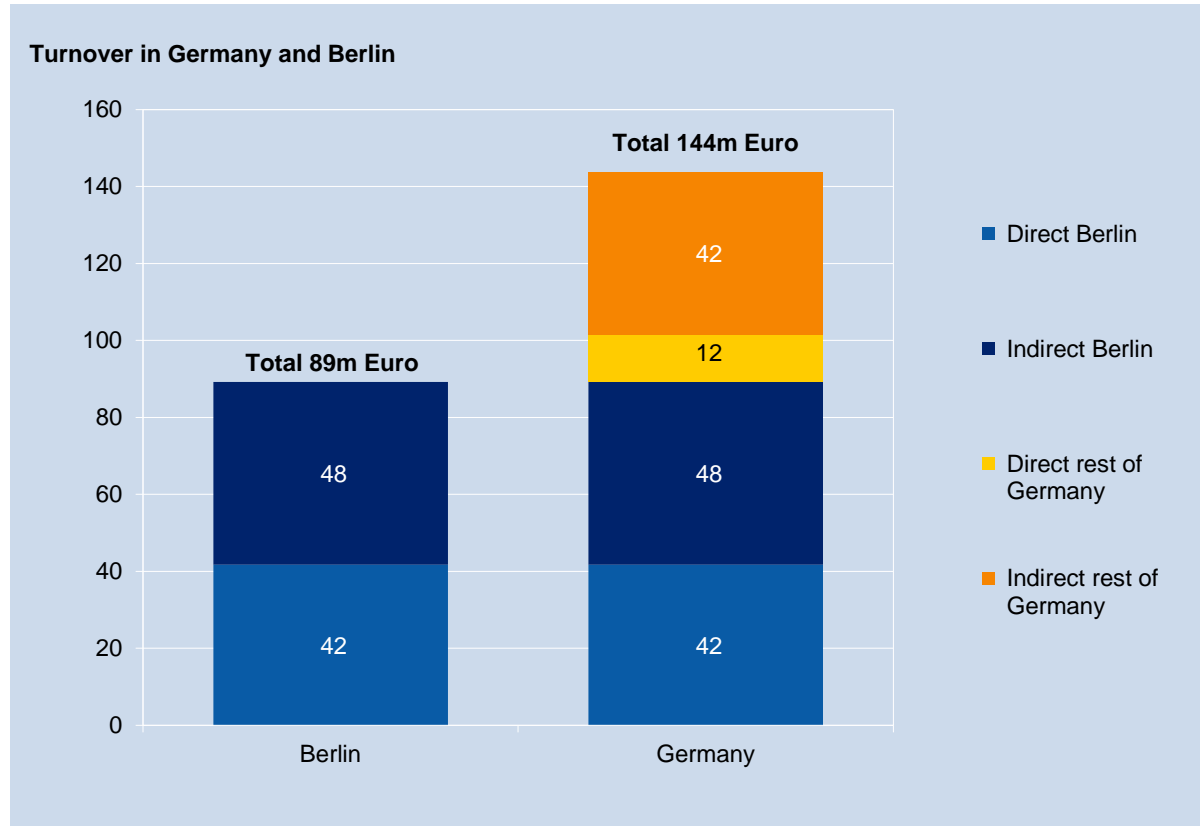


Source: Event analytics



Source: Event analytics





Source: Event analytics

	Turnover in million Euro			Value added in million Euro			Employment in FTE <sup>2</sup>		
	Berlin	GER <sup>1</sup>	Sum	Berlin	GER <sup>1</sup>	Sum	Berlin	GER <sup>1</sup>	Sum
<b>Direct effect</b>	<b>42</b>	<b>12</b>	<b>54</b>	<b>3</b>	<b>5</b>	<b>8</b>	<b>497</b>	<b>81</b>	<b>578</b>
Event organiser	18	0	18	-10	0	-10	76	0	76
Spectators and other organisations <sup>3</sup>	24	12	36	12	5	17	421	81	502
<b>Indirect effect</b>	<b>48</b>	<b>42</b>	<b>90</b>	<b>26</b>	<b>20</b>	<b>46</b>	<b>465</b>	<b>272</b>	<b>737</b>
<b>Total effect</b>	<b>89</b>	<b>55</b>	<b>144</b>	<b>29</b>	<b>25</b>	<b>54</b>	<b>962</b>	<b>353</b>	<b>1'315</b>
<b>Taxes</b>	<b>Tax income Germany</b>								
<b>Total</b>	<b>11</b>								

1 other GER = other parts of Germany excluding Berlin

2 FTE = Full-Time Equivalents, calculated size of labour volume based on labour productivity of the country. Does not necessarily translate into additional jobs

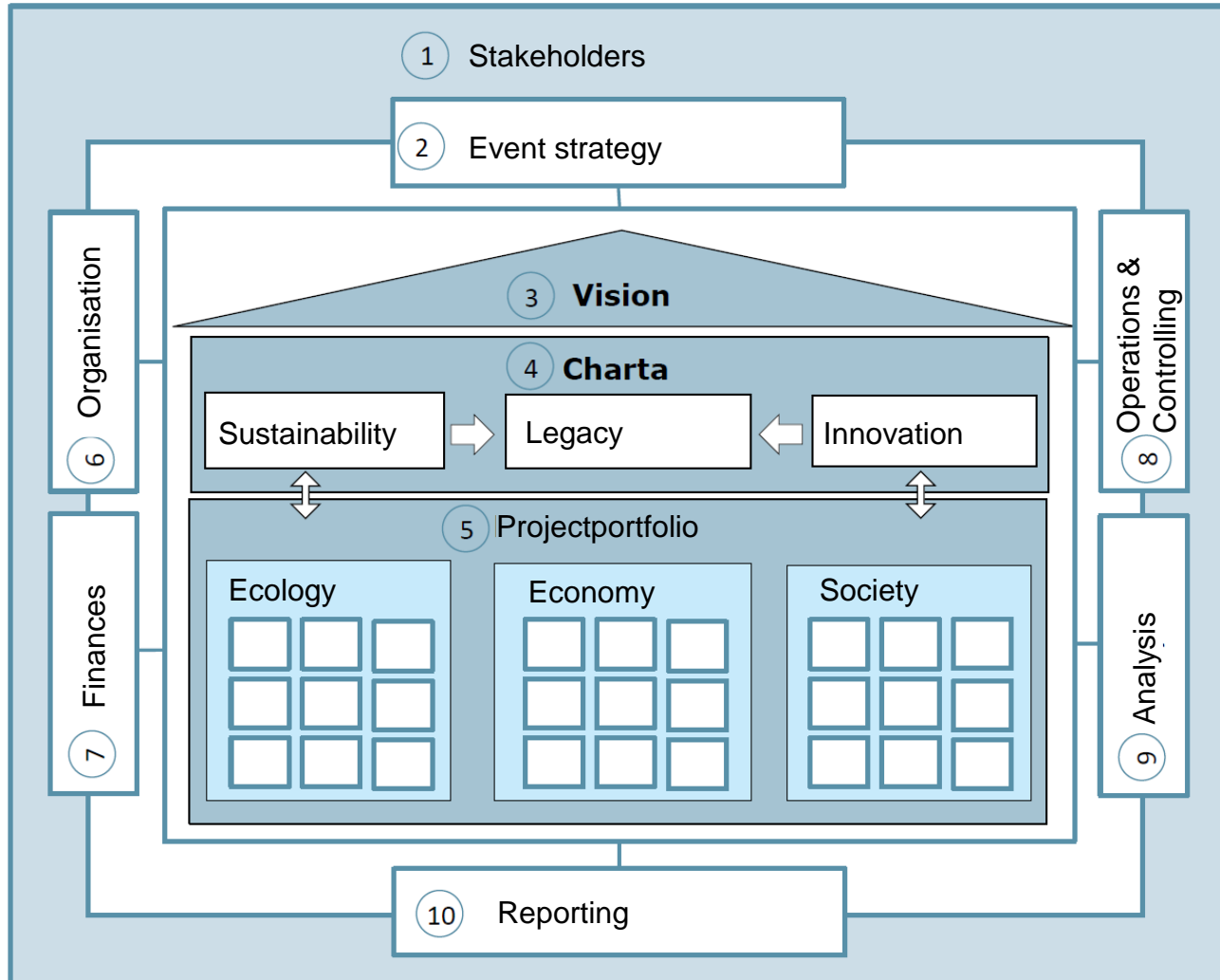
3 Touristic spending of spectators; other organisations: sponsors, police, media, volunteers

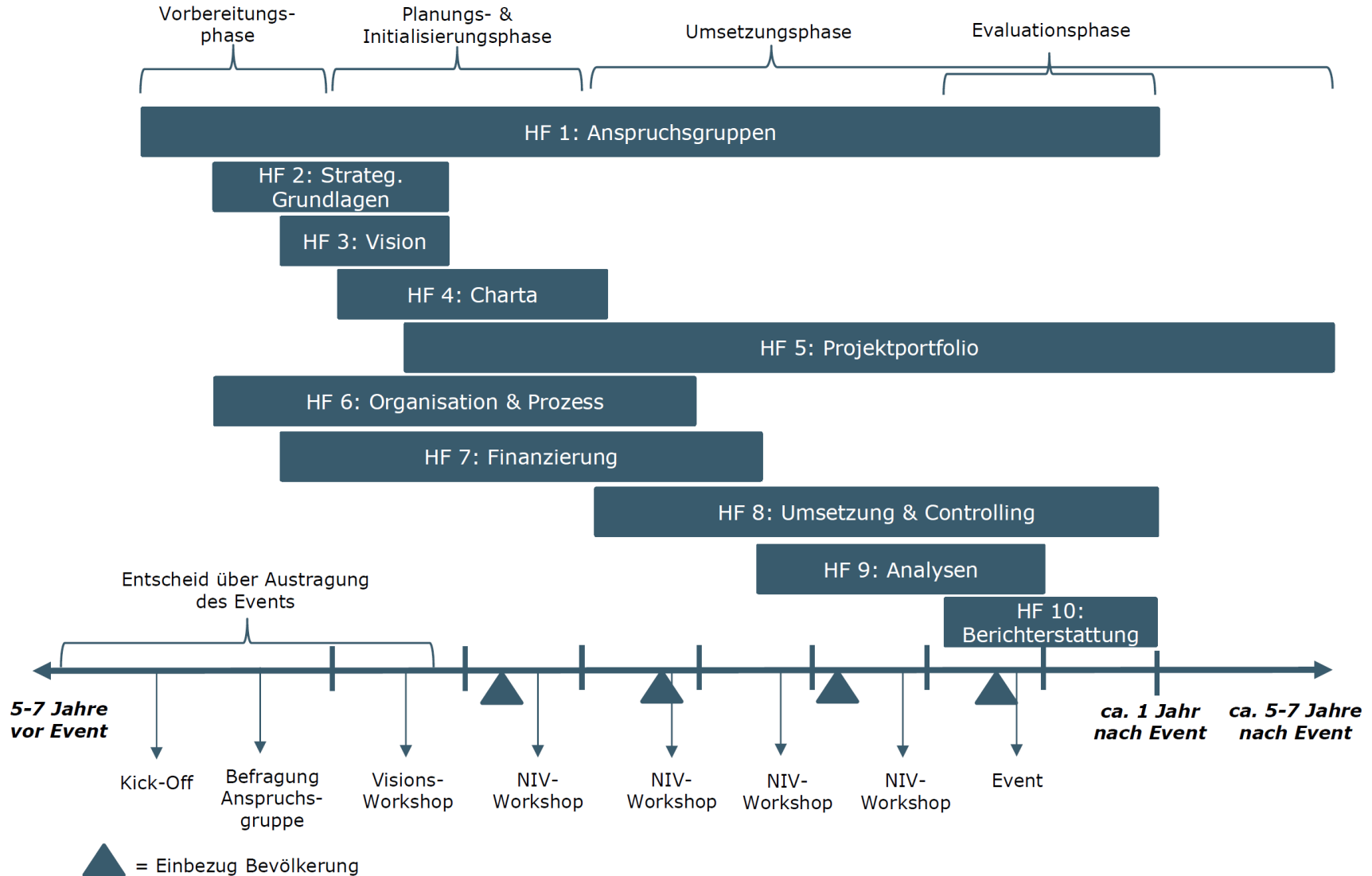
Source: Event Analytics

## But what about...

- Volunteers
- Media personell
- Media impacts
- Elite sports performance
- «Soft Legacies»
- Infrastructure and other «hard» legacies
- Organisational competence
- Political representation
- Public health

... of course this is not the whole picture!





Rütter Soceco AG

Oliver Hoff

Weingartenstrasse 5  
CH-8803 Rüslikon  
T + 41 44 724 27 70  
[www.ruetter-soceco.ch](http://www.ruetter-soceco.ch)  
[oliver.hoff@ruetter-soceco.ch](mailto:oliver.hoff@ruetter-soceco.ch)



Hochschule Luzern – Wirtschaft  
Institut für Tourismuswirtschaft ITW  
Prof. Dr. Jürg Stettler

Rösslimatte 48  
CH-6002 Luzern  
T + 41 41 228 41 45  
[www.hslu.ch/itw](http://www.hslu.ch/itw)  
[itw@hslu.ch](mailto:itw@hslu.ch)